



FASHION INTERNATIONAL

NEWS AND VIEWS OF THE INTERNATIONAL FASHION WORLD

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FALL MENSWEAR HAS NEW LOOK, NEW DESIGNERS

Menswear has a double-barreled appeal this season -- the "compose" look which lets a man 'compose' his own ensemble from suitably related-separates -- and the mounting galaxy of prestige RTW designers who have joined Blass, Beene, Norell, Halston, Calvin Klein, de la Renta, St. Laurent, et al by adding their names to the menswear roster, as well.

At the recent Mt. Pocono Press Preview of the Men's Fashion Association, such distaff-originating dual-designer showings included Pierre Cardin, Guy Laroche, Lanvin, Donald Brooks, Giorgio Sant'Angelo, Adolfo.

THE BIG TRENDS:

- ... Multiple-choice dressing
- ... Vests & more Vests, some reversible
- ... Edwardian Elegance in feeling, not in cut
- ... The Leisure Suit is out, the Easy Suit is in
- ... Even Haberdashery Coordination is Made Easy

MULTIPLE-CHOICE DRESSING takes many forms: Interchangeable Suits -- their interchangeable units can turn two suits into a versatile wardrobe ... Vests (standard components of 3-piece suits for the first time in 40 years) -- many reverse to match coat on one side, trousers on the other ... Multiple Choice and Interchangeability are further expanded by the trend to suitcoats, vests and trousers in different colors, patterns and fabrics reminiscent of the elegantly turned out Edwardian Man ...

NEWSY: Ventless suits, and elbow patches on otherwise quite dressy suit-coats.

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INEXPENSIVE "REAL" JEWELRY FOR EVERY DAY

Costume jewelry departments can now exploit the growing trend to "genuine" jewelry for everyday wear in two sure-fire ways: With inexpensive status 14-karat gold pieces tailored to complement Fall RTW, often set with tiny, real diamonds -- OR -- with conventional-costume-jewelry versions in rhinestones and gold-tone base metal. Fine quality sterling silver and semi-precious gems are also important.

THE BIG NEWS:

- ... Tailored Gold for every day - real and fake
- ... Mini-Glitter - tiny diamonds or rhinestones, singly or pave
- ... New "Good Grays" - partners for Fall RTW
- ... Soft Jewelry - silk braid, cord, passementerie continue
- ... Pearls Return - and take to color

FAD-IN-THE-MAKING: Young wearers are sporting double-pierced ears, so they can wear two mini-stud earrings on a lobe.

LONG IS STRONG: 36-inch, 54-inch and 60-inch ropes are the fashion lengths to wear with tabards, tunics and cowl necks. Chokers, matinee lengths and collars continue.

TAILORED GOLD: Collections are styled to permit pieces from all groups to be mix/matched, encouraging a look of unstudied individuality ... STATUS "NOTHING" CHAINS -- flat, diamond cut multi-strand choker and matinee length - both have patented flat adjuster, can be worn singly or together to fill in open "V" necklines; thin square snake chain with I.D. center bar, in a young-

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EDWARDIAN ELEGANCE IN COATS is seen in the return of the polo coat; and rainy-day trench coats that shed their harsh military details in favor of an elegantly slim and tailored look, newest when single-breasted.

THE SPORTING LIFE: Blazers, plaids and Scottish tartan SPORTCOATS team their bold tweeds with vests and slacks in velvet, corduroy, flannel ... EASY SUITS have shirt- or jacket-type tops, come in a wide range of fabrics that can be intermixed to create a whole weekend wardrobe.

NOTE: Important new cuff treatment, called "double-buttoned" by the industry, is a narrow, turnback cuff that extends horizontally beyond the sleeve itself ...

JUMPSUITS, no longer a novelty, combine one-piece comfort with a sophisticated 2-piece look, as in a jeans-cut model with shawl-collared, back-pleated-and-belted vest effect on top; a matching or coordinated blazer can take it almost anywhere ...

SPORTSHIRTS see a revival of plaid and solid flannel, with contrasting elbow patches and trim -- contrasting neckbands, collars, epaulets.

HABERDASHERY-MADE-EASY: New focal point on NECKTIES is under-the-knot-design, visible between knot and top of vest ... DRESS SHIRTS echo the country-look of suits with neat checks or tattersalls, contrasting collars and cuffs, button-down, pin-tab or collar-pin styling ... the latter the newest in MALE JEWELRY -- in body jewelry, chains are shorter and pendants more discreet ... Driving glove details influence DRESSY GLOVES which now sport perforations, stitching and contrast trims.

IMPORTANT FABRICS: Camelhair, Shetland, Harris tweed, herringbones -- velvet, denim, corduroy -- sharkskin returns ... A new POLYRETAN PROCESS, in which both grain and suede leathers are combined, not coated, with a synthetic polymer to create an easy-care leather fabric that can be dry-cleaned in a Coin-Op ... In COLORS, camel, often combined with gray, is strongest.

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IMPORTANT DATES

N.Y. - Resort & Early Spring, Sept. 7-24
N.Y. - European Fashion Fair, Sept. 19-22
PARIS - Pret-a-Porter Showings, Oct. 23-27
N.Y. - Spring Ready-to-Wear, Nov. 1-12

looking choker and bracelet (Monet) -- tiny 14-karat "X"-kisses on chain choker, stud earrings, wirework band ring (Noma Copley) -- chokers of 6-mm. gold-filled beads alternated with coral, lapis, black onyx or jade; matching bracelets and mini-stud earrings (Eva Graham) ... DIMENSIONAL SURFACES -- sculptured "satin" motif on 15-inch status-chain choker (Trifari) -- hinged collar and cuff, slubbed rough-&-polished surface (Monet).

THREE IS BETTER THAN TWO -- Trios of tiny stud earrings in 14-karat gold: Sun, moon and star; heart, lips and "X"-kiss (Alwand-Vahan) ... Set of three diamond-center 14-karat mini-stud earrings (Sol Kass/Mark XIV) -- three-on-a-post: pierced ear studs, with a mini-galaxy of sun, moon and star, gives impression of a triple-pierced ear (Napier).

MINI-GLITTER: Tiny pave diamond words on flexible 14-karat square-link bracelets; 14-karat double-wire bangle and ring with pave diamond initials (Jerry Madison Jewelry, California) -- 14-karat safety pin with pave diamond clasp; octagon ring with pave diamond panel (Anchor Casting) -- 14-karat chain-choker with tiny gold cube set with a single diamond on each of its four sides (Sol Kass/Mark XIV) -- 15-inch square link status chain with a single, tiny, off-center rhinestone set in small geometric cube; tiny pave rhinestones on geometric center motifs on 15-inch snake chain, front-closed collar and oval bangle (Trifari) -- Ancillary Note: Velvet evening shoes echo this with rhinestone buckles, horseshoes, decorations.

THE NEW "GOOD GRAYS": Spanking new extensions of silver color, keyed to the expected strength of gray flannel ... OMBRE-GRAY ENAMELLING -- on silvertone linked collar, snake chain, pendant, cuff bracelet, button earrings; and in 4-strand graduated chains that can mix/match with any of the above (Trifari) ... GUNMETAL GRAY -- 6 strands of seed pearls wrapped with square-link chain of gunmetal aluminum; mix/match with necklace of twisted strands of gunmetal chains (Marvella) ... GRAY MOTHER-OF-PEARL -- from 15-inch chokers to 46-inch ropes, beads strung with carved bone stations and center and polished pearl chunks; gray and white beads with polished gray disc pendants, pierced or clip stud earrings (Eva Graham).

SILVER "WEDDINGS": Mixed metals continue, are best in geometric shapes, with silver

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FALL LOUNGEWEAR: RTW DESIGNERS TAKE IT FROM BOUDOIR TO BALLROOM

The classifications read like RTW: Gowns, lounging pajamas, coats (robes), tunics over pants, dinner suits, jumpsuits, caftans. But the aura is leisurely opulence, and the span is literally from-boudoir-to-ballroom. To derive added interest and sales from "the fashion luminaries back of it all," stores must create new show-cases for proper presentation and merchandising.

MAJOR TRENDS:

- ... Tunics over Pants
- ... Romantic Peasants
- ... Coat Look in Robes
- ... Romantic Sophisticates

TUNICS OVER PANTS: A very strong look in all categories and fabric combinations; most tunics are 7/8 length, a few only 3/4 -- the luxury velvets, satins and increasingly important crepe de chine, even the lightweight Qianas and tricots, will lead an evenings-in-or-out double life ... Satin Remarque white-bib-front tuxedo tunic over tuxedo pants; long, bateau neck tunic and pull-on pants in abstract water lily print; angora/lambswool kimono sleeved front-tied tunic over crepe pants (Ronald Kolodzie/Eye-ful) -- V-neck pale-silver gray crepe-back satin over pewter pants; wrap front V-neck drop shoulder panne velvet, matching pants (Bill Blass) -- lace-banded 3/4 tunic in lustrous, drapey Qayonara nylon pull-on pants (Kayser-Roth) -- French lace-edged, plunge neck, side slit tunic pajama (Eve Stillman) -- signature print poncho tunic/pants (Vera/Formfit Rogers) -- brushed acrylic blanket stripe T-shirt tunic, pull-on pants (Clovis Ruffin/Boutique) -- kimono-sleeve, drawstring neck, contrast hem and cuff banding; Art Nouveau print V-neck tunic/fitted yoke-top pants (Pearl/Private Treasures) -- black reversing to beige Qiana, side-slit wrap tunic pajama strips down to white cotton batiste boxer shorts/tank top -- white brushed voile side-slit "makeup robe"/tunic pajamas (Fernando Sanchez).

LONG-SKIRT "DINNER SUITS": An individualist's alternative to the tunic-and-pants -- wrap-front velours dinner jacket/A-line skirt (Monika Tilley/Miss Elaine) -- but-

terfly-tied crepe de chine tunic/long side-slit skirt (Adri/Royal Robes) ... Twin-pocket velour evening skirt (Vanity Fair). Caftans & jumpsuits continue, but are minor.

ROMANTIC PEASANTS: Long, or 7/8 to wear over pants or alone, in all fabrics, at all prices; those in velvet, cashmere or poly-satin adaptable as evening wear -- panne velvet long gown with drawstring neck and full, elasticized sleeves (Halston/Dorian) -- in vivid colored Qiana (Pearl/Private Treasures) -- scoop neck, Raglan sleeves, Venise lace at neck and sleeves, contrast embroidered yoke; smock style with smocking around yoke and cuffs (Eve Stillman) ... Floor length on- or off-the-shoulder elasticized neckline in ombred satin (Vanity Fair).

COAT LOOK IN ROBES: Man-tailoring, haberdasher details and lush fabrics take the basic robe out of the bedroom; many can serve as evening coats -- navy Dacron-fleece pea coat, double breasted, gold braid-trimmed cuffs; top-stitched, drop shoulder with sleeve-pocket; cashmere trench, Raglan sleeves, bone buttons (Bill Blass/Royal Robes) -- cashmere/Dacron wrap front with patch pockets, Raglan sleeves (Halston/Dorian) -- hooded cashmere wrap front, roll-up cuffs (Adri/Royal Robes) -- stretch-terry side-wrap Empire, slim shoulders, seam pockets (John Kloss/Cira) -- hooded acrylic camel duffel (Monika Tilley/Miss Elaine) -- corduroy double breasted coachman with satin collar and trim (Lori Till) -- fleece front-wrap in slices-of-color (Clovis Ruffin).

ROMANTIC SOPHISTICATES: The key to one of the major trends is the use of rich fabrics, adrip with lace, but cut and draped with sophistication -- ivory crepeset-nylon, French lace at neckline and down sides; deep ecru lace banding on gown with deeply slashed neckline and adjustable drawstring bodice (Eve Stillman) -- lace clipped in his own signature on satin tricot gown and peignoir (Emilio Pucci/Formfit Rogers) -- lace applique from bust to slashed hipline on slinky slip-top gown (Formfit) ... Surplice and T-shirt gowns and peignoirs in dark-ground floral printed Dacron (Diane Von Furstenberg/RE-7).

FABRICS, COLORS: Pure CASHMERE is major luxe material, so is panne velvet -- polyester satin-back crepe is newest -- polyester crepe de chine, satin finish tricots continue -- fleece, brushed nylon remain volume.

dominating the gold -- tailored pointed leaf design evening collar, cuff and button earrings (Monet) -- gold rope wrapped on silver hoop soft-spring "Air Ring" (Tancer & Two) -- choker of mini-sized sterling bar links with 14-karat gold beads (Napier) -- one-inch polished sterling open bangle with 14-karat gold overlay disc (Calderon/Monir) ... SIMPLY STERLING: Free-form polished cuff bracelet; hammered "shimmer" cuff, oval button earrings; snake chain choker with flexible double wire "lightning stroke" center and bangle (Napier).

SOFT JEWELRY: Cords, twisted or braided, now rival chains for neckline importance, are effective with both tailored and fantasy clothes -- hand-hammered brass disc or doughnut pendants on 46-inch braided black adjustable gimp cord; color-on-color braided gimp cord with semi-precious bead centers of jade, amethyst, carnelian, black onyx, coral, mother-of-pearl (Eva Graham) -- choker or matinee length of thick twisted silk cords wrapped in self-color pearls; hammered gold-tone bar on one, two or three strands of twisted silk cord in RTW colors (Alexis Kirk/Marvella)

PEARLS OF ANOTHER COLOR: 30-inch strands of paprika, mocha, forest green, or beige pearls strung with round and square beads and hammered gold-tone rondelle stations; ultra-sophisticated 3-strand choker of pearls, jet and beige beads to twist, wear singly, or with 30-inch strand of matching color pearls (Kirk/Marvella) ... TWISTED PEARLS: 30-inch necklace of 8-strand seed pearls twisted with gold chains held by gold Florentine finish, barrel-shape side stations and horizontal strands giving "hammock" effect (Marvella).

IMPORTANT DATES

DALLAS - Spring Ready-To-Wear, Oct. 22-26
L.A. - Spring Ready-To-Wear, Nov. 5-9
CHICAGO - Spring Ready-To-Wear, Nov. 7-11
N.Y. - Early Spring Intimate Apparel, Nov. 8
FRANKFURT - Interstoff/Fabrics, Nov. 23-26

The Cockle Shell, Main St., (516) 228-1033.
This large airy shop has been on the same corner for the past 30 years. It glows with sunshiny colors in a variety of prints and solids. Since the shop is open all year, the spread of merchandise is wide. (Also, in Boca Raton, Florida).

Tapemeasure, Main Street, (516) 288-2480.
This shop has created its own monopoly on the tee-shirt dress. From its own factory and fabric comes an unending stream of them -- in 20 colors of fine cotton jersey -- in 6 different sleeve, collar, and length variations. Also, jumpsuits, French cigarette pants; lots of baskets.

Adam's Rib, Glovers Lane & Main, (516) 288-3157.
Tunics, pants, wraps, and smashing selected accessories by Calvin Klein, Anne Klein, Geoffrey Beene, others.

Intimate Boutique, 83 B Main, (516) 288-1367.
Outstanding tee-shirt gowns, togas, jumpsuits and coverups make this a great place to find something "else" for day as well as night wear.

Le Shack, 7 Sunset, (516) 288-1270; (also, Southampton, 42 Jobs Lane, (516) 283-2395).
Appliqued tee-shirts are a specialty; stretch lace shirts in bright colors; silk, cotton printed scarves.

Sharon Bovaird, 50 Jobs Lane, Southampton, (516) 283-5784 (also, 1116 Madison Ave., N.Y., 794-8865).
Newsy African beaded jewelry complements interesting Indian gauze shirts & skirts in a variety of shapes -- with creative crochet trimmings. Good sportswear and dresses.

Zoom, 56 Jobs Lane, Southampton, (516) 283-9216.
Lots of California color in bikinis and maillots. European sportswear & separates available through January.

Miraja, 77 Jobs Lane, Southampton, (516) 283-0811.
Unique creations of embroidery & applique in dresses & caftans. Long & short dresses; men's shirts & caftans; interesting jewelry.

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